

FAQs for Local Agency Staff on Infant Formula Rebate Changes

Q: Why are we changing formulas?

A: Federal regulations mandate that state WIC agencies contract with a provider for infant formula to provide rebates on standard infant formulas. This rebate provides significant food funds that enable WIC to serve more clients. Kansas is a member of the Western States Contracting Alliance (WSCA) that is made up of 22 states across the country. WSCA recently completed a bid process to contract with a different soy-based formula provider.

Q: Which formulas will be new contract formulas?

A: The WSCA contract for all forms of milk-based formula will remain with Abbott Nutrition (Similac products.) The contract for all forms of soy-based formula will change to Nestle Nutrition US. Beginning October 1, 2015, the contract soy-based formula will be:

Nestle Nutrition US- Gerber Good Start Soy.

Q: How does Gerber Good Start Soy differ from Enfamil ProSobee?

A: Gerber Good Start Soy and Enfamil ProSobee are both standard soy-based infant formulas intended for feeding term infants with an allergy or intolerance to milk-protein but no other special nutritional needs. Both products provide 20 kcal per ounce and similar amounts of protein, fat and carbohydrates.

| | Protein | Fat | Carbohydrate |
|------------------|-----------------------------------|---|----------------------------|
| Enfamil ProSobee | Soy Protein Isolate, L-Methionine | Palm Olein, Soy, Coconut & High Oleic Sunflower Oils | Corn Syrup Solids |
| Good Start Soy | Partially hydrolyzed soy protein | Palm Olein, Soy, Coconut, High Oleic Safflower or Sunflower -single cell Oils | Corn maltodextrin, sucrose |

Q: When does the change go into effect?

A: All infants needing a soy formula must continue to receive Enfamil ProSobee through September 30, 2015. Checks issued with a first day to use of October 1, 2015 will be for Gerber Good Start Soy.

Q: Should I ask clients getting formula checks to come back in October so that I can give them the right checks?

A: No. It's not necessary to change your client's issuance schedule. For example in August, the client could receive tri-monthly checks. You would need to explain that their August and September checks were for the current formula (Enfamil ProSobee) and the checks for October would be for the new formula (Gerber Good Start Soy). Since Enfamil ProSobee will not be available for issuance, you will be reminded of the change when you retailor for Gerber Good Start Soy.

Q: In October, what do I do if a caregiver returns Enfamil ProSobee purchased with September WIC checks?

A: In this situation, most likely caregivers would be returning the formula so that they can get replacement checks for a different formula. Unless the request is for a special formula, the rebated infant formula should be used.

Q: Should I tell all pregnant women about the change?

A: No. If a pregnant woman states she is going to formula feed, then let her know about the formula WIC provides. Continue to promote breastfeeding as the norm, and maintain a positive breastfeeding environment throughout the clinic.

Q: Should I post signs telling about the formula change in the clinic?

A: No. Posting a sign which shows the new rebated infant formulas would potentially impact a woman's choice of breastfeeding. Provide the information individually only to those clients who need it.

Q: What should I do with any Enfamil ProSobee I have in my formula stock?

A: Begin gradually to use some of the stock in place of issuing checks. For example, if a client needs nine cans of powdered Enfamil ProSobee, give them four from your stock of returned formula and five cans on a check. In this way, you should be able to reduce the amount of formula you have on hand when October arrives.

Q: How will clients be notified of the changes?

A: Local Agencies will be responsible for notifying the caregivers for any clients who will receive checks for soy-based formula after October 1st. Information on the available formulas and ways to transition infants from one type of formula to another is available on the WIC website in both English and Spanish. Instruct local staff to pay close attention when issuing soy formula between now and October 1 and inform clients using the "Change is Coming" document.

Q: Will we be able to provide formula to assist families make the transition from Enfamil ProSobee formulas to Gerber Good Start Soy?

A: No. If families choose to transition the formula gradually, they will need to use formula they have purchased or have on hand from a previous month's checks. Remind caregivers that most infants can change formulas with no problems.

Q: How will medical providers, hospitals and other partners be informed of these changes?

A: Local Agencies will be responsible for notifying local health care providers. A letter that could be photocopied and sent to local physicians, clinics and hospitals is available on our website with the July P-Memo. If you are planning to communicate directly with local providers and partners as well, please be sure to include a breastfeeding promotion message in your discussion.

Q: How will WIC vendors be notified of the changes in the formulas?

A: WIC vendors will be notified of the infant formula rebate changes in the upcoming vendor newsletter. Additional articles and mailings are anticipated. The corporate offices (Dillons, Wal-Mart, HyVee, etc) have also received letters about the upcoming changes.

Q: What if I have other questions about the formula change?

A: Contact your State Agency assigned staff to answer your questions.